Quality Improvement and Public Health in Kansas

Storyboards

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Source: Michigan’s Approach to QI Story Boards
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PART I
WHAT IS A STORYBOARD
A Quality Storyboard Is:

A VISUAL method for displaying a quality improvement story!
Storyboard History & Use

- Surfaced at Walt Disney Studios during the 1920’s to “articulate a story in an embraceable way!”

- Illustrated cartoons for short subjects then moved to larger scale efforts (*Gone with the Wind* in 1939!)

- Having proved themselves in other fields & industries, storyboards are now being applied to system development, web development, instructional design, and quality improvement
Why QI Storyboards?

- Tell your QI story in an organized way
- Depict your team’s progress
- Guide the work of the team
- Help to document and share...
  - Steps that were taken to implement quality improvement projects
  - Lessons learned
  - Potential impact
- Give users real content that is easy to understand
- Highlight your accomplishments!
Plan-Do-Check-Act

Plan

1. Understand the System and Select the Team
   ✓ How did we know there was an opportunity?
     Example: team brainstorming

2. Define the Opportunity
   ✓ Problem statement
   ✓ Justification for choosing area of focus
   ✓ Goals
   ✓ Primary clients/stakeholders

3. Study the Current Situation
   ✓ Data collection tools

4. Analyze the causes
   ✓ Root cause analysis (fishbone)
Plan-Do-Check-Act
Cont’d…..

**Do**
5. Select and Implement a Theory for Improvement
   ✓ Rationale
   ✓ Activities

**Check**
6. Project results (measurable)
   ✓ Increase of x% over the previous year

**Act**
7. Standardize Improvement
8. Reflect and Establish Future Plans
Milestones

In general, each team should strive to depict the:

- Aim Statement
- Improvement Theory
- Data & Results
- QI Tools Used
- Learning
PART III
Telling the Story
WCPHI Influenza Vaccination Project

1. Team brainstorming, anecdotal information, 2004 and 2006 data → influenza vaccination rates are too low
2. Problem Statement: Influenza vaccination rate for children 6 to 59 months in the West Central Public Health Region are too low.
3. Stakeholders and Their Needs: parents (need information), LHDs (QI training)
4. Data Collection Tools: KSWebIZ, PHClinic < 50% in each county
5. Implement QI Tools (fishbone) → lack of parent knowledge
WCPHI Influenza Vaccination Project Cont’d….

Fishbone Diagram: Why are influenza vaccination rates low?

- **Education**
  - Let parents know that vaccine "pain" is only temporary and will protect the child through flu season.
  - Educate doctors and staff of the importance of immunizations.
- **Resources**
  - Parents of children ages 6 to 59 months don't understand the importance of immunizations.
  - Educate parents/caregivers about importance of being vaccinated.
  - Parents don't weigh pros and cons between vaccinating and not vaccinating.
- **Other Physician Issues**
  - Physician support and coordination
  - Physicians and health departments need to be on the same page:
    - start vaccinations at same time
    - encourage vaccinations to specified age range

**Influenza vaccination rates for children ages 6 to 59 months in the West Central public health region are too low.**
WCPHI Influenza Vaccination Project
Cont’d…

Do

6. Activities:
- Pull up information and statistics about the flu
- Review evidence and recommendations
- Calculate type and quality of vaccine necessary
- Order vaccine
- Identify locations for outreach activities
- Select, print and distribute campaign materials
- Create and send postcards to target families

Check

7. Results: activities 62% increase over the previous 3 year average
WCPHI Influenza Vaccination Project Cont’d…

**ACT**

8. Continue to use data collection tools; continue to promote importance of flu vaccination; continue to use QI tools in day-to-day activities

9. Future Plans:
   - Expand QI to other areas
   - Continue familiarizing LHD staff with QI concepts and tools
PART IV
RECOMMENDATIONS
TIPS

- Assemble a “storyboard” team early in the process: 3 people
- Review the MLC-3 pilot projects’ storyboards
- Use storyboards as a part of the planning process
- Organize and keep all the project’s materials!!!
TIPS Cont’d……

- Be as succinct as possible. Include only critical information
- Design for ease of comprehension and readability
- Use visual images such as charts & graphs
- Avoid jargon when possible
- Make the steps that you took to conduct the project readily apparent
- Display the data used throughout the process
- Outline conclusions based upon data
- Present plans for sustaining the improvement or further investigation
PART V
MLC-2 Storyboard experience
Storyboard package

- 3 storyboards
- 1 “short” + 1 “long version”
- 3 information sheets:
  - Quality Improvement and Public Health
  - “Functional regionalization” and Public Health
  - Kansas Pilot Projects
How Did We Use Storyboards?

- Used by the LHDs as internal communication tools to “tell the story”
- Used during MLC-2 and MLC-3 National Meetings to share Kansas QI progress & results with national partners and other states
- KALHD Mid-Year Meeting
- Convening with legislators
## Regional “storyboard experience” rating...

### Successes
- Served as powerful tools for learning more about the region’s own MLC-2 projects
- Helped communicate QI processes to LHD staff and other stakeholders
- Adopted storyboards for their future planning purposes

### Pitfalls
- Storyboards developed at the end of the project
- Regions involved at the review stage of the process
- Could have served as helpful planning tools for the regions
- Spent more time than anticipated
- Lack of a uniform project documentation